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MANiBOT

Advancing the physical intelligence and performance of roBOTs towards human-like bi-manual objects MANipulation

D8.2. MANiBOT Web Portal

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Participant No	Participant organisation name	Short Name	Country
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2	ARISTOTELIO PANEPISTIMIO THESSALONIKIS	AUTH	GR
3	TECHNISCHE UNIVERSITAT DARMSTADT	TUDa	DE
4	SCUOLA SUPERIORE DI STUDI UNIVERSITARI E DI PERFEZIONAMENTO S ANNA	SSSA	IT
5	UNIVERSIDAD DE BURGOS	UBU	ES
6	TECHNISCHE UNIVERSITAET WIEN	TUW	AT
7	TWI ELLAS ASTIKI MI KERDOSKOPIKI ETAIREIA	THL	GR
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11	SCHWARZ DIGITAL GMBH & CO. KG	SDI	DE
12	DIAMANTIS MASOUTIS AE SUPER MARKET	MASOUTIS	GR
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Document History

Version	Date	Status	Description
0.1	06/03/2024	Draft	Table of Contents
0.2	19/03/2024	Draft	First draft
0.3	02/04/2024	Draft	Revised draft following feedback from partners. The main revisions are writing the executive summary, adding detail to the relation to other deliverables and tasks, adding information to security and optimisation.
0.4	08/04/2024	Draft	Minor language edits and addition of list of tables
0.5	19/04/2024	Draft	Revised draft following feedback from the reviewers; including adding additional information, clarifications of text and adjusting formatting.
0.6	25/04/2024	Draft	Small edits, additional website images, revision of references
1.0	30/04/2024	Final	Final version ready for submission

Definitions, Acronyms and Abbreviations

Acronyms and Abbreviations	Description
D	Deliverable
DIHs	Digital Innovation Hubs
FAQ	Frequently Asked Questions
GDPR	General Data Protection Regulation
KER	Key Exploitable Result
KPI	Key Performance Indicator
SEO	Search Engine Optimisation
WP	Work Package

Executive Summary

In this deliverable, delivered in Month 6, the MANiBOT Web Portal, also referred to as the website, and its related activities are outlined and explained. The deliverable explains the development and optimisation of the website and its content, as well as security and maintenance. Furthermore, the Deliverable explains the purpose of the website, its objectives, KPIs and procedures for monitoring progress towards achieving its success values. The deliverable explains the target audiences for the website's content and how they will be reached, along with the channels used to promote the website and content. Finally, the document gives an overview of the website's layout and content, with explanations of the functions of the various sections and pages.

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1 Introduction

1.1 Scope of the deliverable

The present deliverable D8.2 “MANiBOT Portal" was prepared in the frame of Task 8.1 Dissemination Plan and Communication Material (Task leader: THL). The document describes and explains the purpose, structure, and development of the project website, as well as the site’s KPIs and the strategy to achieve them and promote the site. The document uses the descriptions of the activities and tasks as outlined in the Grant Agreement as a basis for the development of its content.

1.2 Relation to other Activities and Deliverables

The D8.2 deliverable is part of WP8 "Dissemination and Exploitation", active throughout the duration of the MANiBOT project.

It is linked to the following tasks:

• Task 8.1 Dissemination Plan and Communication Material includes Deliverable D8.1 Dissemination and Communication Plan produced in Month 6, which sets the website in the broader context of the dissemination and communication strategy; and its iterations: Deliverable D8.6 Dissemination and Communication Plan v2 in Month 24 and Deliverable D8.7 Dissemination and Communication Plan v3 in Month 42. They will update the plan, taking into account the progress of the project, adapting the activities where relevant, including those related to the website.

• Task 8.2 Dissemination and Communication Activities. This task covers the website creation and updating during the project as well as the coordination of and ongoing use of social media, the engagement in external events, the organisation of events and the publication of results. This includes the production of Deliverable 8.3 Dissemination and Communication Activities Report v1 and D8.8 Dissemination and Communication Activities Report v2, in which the website-related activities and KPIs will also be reported on, including any additional functionalities and design that might have been added to the website.

• Task 8.5 Connection Framework for DIHs, Common Resources, Relevant Platforms and initiatives. This task identifies national, European, and international projects that are related to the work of MANiBOT and plans engagement to ensure synergies. These connections can also be used for communication and dissemination purposes.

1.3 Structure of the deliverable

The deliverable is structured as reported below:

Chapter 1 – Introduction – provides information on the scope and purpose of the deliverable, the relation to other tasks and deliverables and the structure of the deliverable.

Chapter 2 – Overview of the portal – provides information on the domain, the development, optimisation, compliance, security, and maintenance of the MANiBOT portal.

Chapter 3 – Objectives of the portal – gives an overview of the purpose, includes the objectives, indicators, monitoring, and evaluation.

Chapter 4 – Communication and dissemination strategy – outlines the approach to drawing traffic to the portal, the channels to be used, target audiences.

Chapter 5 – Website structure and content overview – includes a sitemap, and explanations of the sections.

Chapter 6 – Conclusions – gives an overview of the expected results of the Dissemination and Communication Plan.

2 Overview of the Portal

2.1 Domain

The website has been built in the **MANiBOT-project.eu** domain. This domain name has a common structure for EU projects, <name>-project.eu, thus facilitating people finding it.

2.2 Development

React (also known as React.js or ReactJS) is a prevalent, open-source JavaScript library for creating user interfaces and websites. React is used as a front-end JavaScript framework for the MANiBOT website. The choice of React is due to it being lightweight in terms of both file size and operation speed, making it an excellent choice for fast web applications and websites. The website has UK English as its standard language.

2.3 Optimisation

Search Engine Optimisation (SEO) techniques are implemented to gain extra visibility and help the website rank better in Google.

They include:

- Ensuring a mobile-friendly website (e.g. responsive, adjusting to different screen sizes).
- Internal links taking website visitors to other parts of the website with clear indications about the content of the link
- Links to external sites and channels.
- Optimising images (ensuring a web-friendly size, naming the image file in a way that describes the image)
- Promotion of the content through social media
- Identifying and using relevant keywords
- Using meta tags (HTML tags used to provide additional information about a page to search engines and other clients), which ensures relevant information shows up in search engine results, increasing its ranking

2.4 Compliance

A GDPR-compliant (General Data Protection Regulation) cookie policy has been arranged on the website. The data we request from the user is their email and name in the contact form. A platform for collecting analytics data [1] is also connected to the website. The user is informed of all this as soon as they enter the Website, with a disclaimer on the home page, informing about the use of cookies.

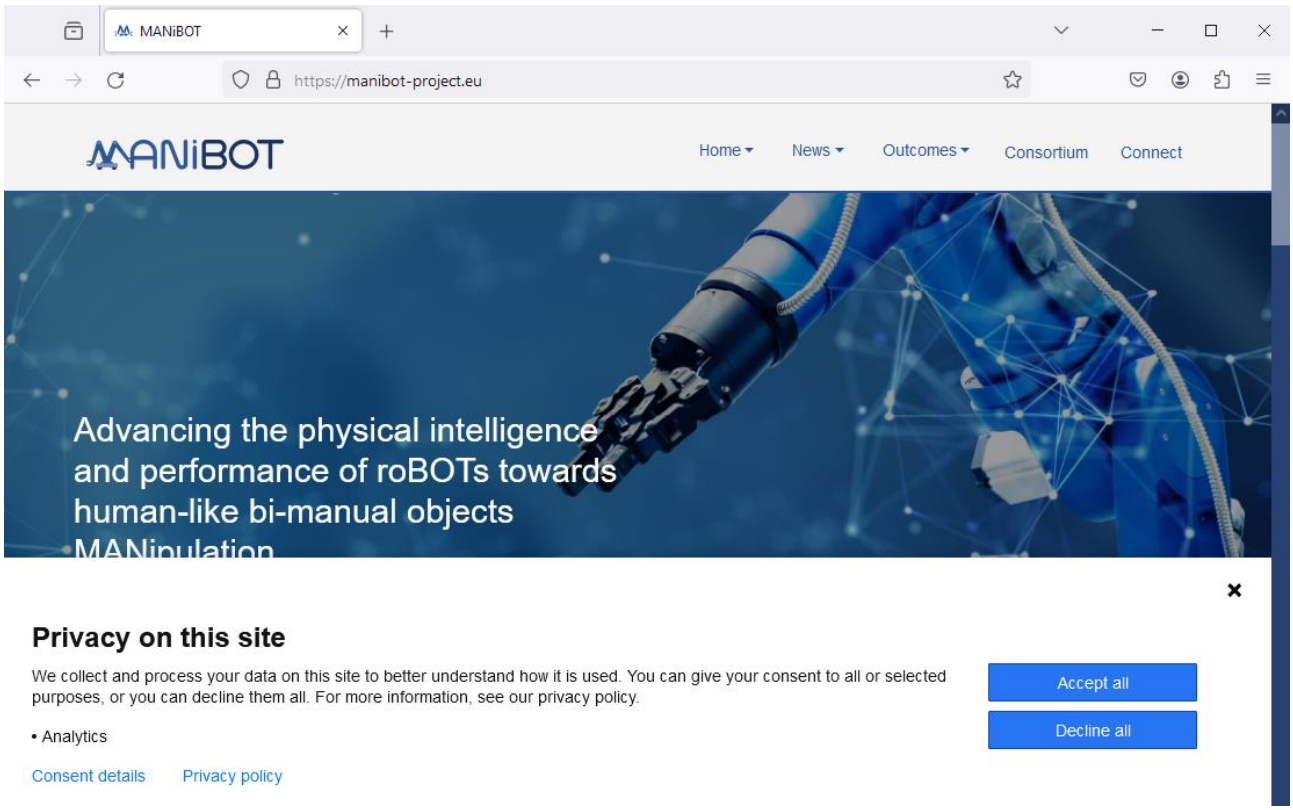


Figure 1 Home page disclaimer on cookie policy

2.5 Security and maintenance

The technical support and maintenance of the MANiBOT website has been THL' responsibility since its creation. New content will be uploaded there as well as technical and downtime issues will be prevented or resolved. The site is regularly updated and hosted with a reliable hosting provider. The code has been uploaded to a folder in a git repository. Whenever there are new changes for the website, they are made locally, they are checked, and at a second stage they are uploaded to git, which automatically creates a new build and the new version is pushed to the hosting platform. Code is also stored locally, acting as a backup to the website.

3 Objectives of the Portal

3.1 Overview of the purpose of the portal

The MANiBOT website includes the vital information about the context, objectives and innovations of the project, key facts and the consortium. It provides public access to non-IP-sensitive results and publications and features updates on the progress of our developments.

3.2 Objectives

The objectives of the website contribute to the project's overall communication and dissemination objectives:

i) Create awareness, understanding, and interests about the scope, objectives, and results of the project

ii) Address all the stakeholders of the project with specific and valuable knowledge and solutions

iii) Engage the stakeholders and drive them to adopt and implement the project results

Specifically, the website aims to:

- provide an overview of the project's context, objectives and expected results
- provide a repository for MANiBOT's results and knowledge gained through the project
- host the latest results promptly and concisely
- showcase the project's updates and achievements
- promote events and other activities
- support the media and press in understanding the project (a press kit will be hosted on the site)
- explain the benefits of the project's results to the final users

3.3 Indicators

The following Key Performance Indicators (KPIs), from the Dissemination and Communication KPIs, relate to the Portal. The project communication and dissemination material, also known as promotional material, press releases and newsletters are accessible on the website. The videos are also featured there in news articles.

Table 1 Dissemination and Communication KPIs

D & C Activity	KPI	Success Value
Website	Web page visits per year	6,000-10,000 = good >10,000 = excellent
Communication and dissemination material	Material downloads	1,000-2,000 = good >2,000 = excellent
Press-media	Number of press releases	10-25= good >25 = excellent
Social media	Views of the project's videos	1,000-2,500 = good >2,500 = excellent
Newsletters	Mail-outs and downloads of newsletters (per release)	200-500 = good >500= excellent

3.4 Monitoring and evaluation

Regular monitoring and evaluation of the statistics will assist the project consortium to measure the impact of their collective efforts. Any risks to achieving the success values can be identified, and if necessary, corrective actions can be taken.

Website statistics are gathered monthly, with the statistics gathered by piwik PRO analytics tool [1], a flexible analytics suite that ensures user privacy every step of the way. Visitors, sessions, page views and the channels through which people access the site are monitored. Reports on the Dissemination and Communication KPIs are given in the WP8 meetings on a quarterly basis.

4 Portal dissemination and communication strategy

4.1 Target audiences

In terms of the information on the website targeted at different groups, the homepage information and promotion of public events aim to be relevant for all the target groups below, i.e. commercial, scientific, public bodies and policy makers and the general public

Key content targeted at the following target groups is as below.

1. Commercial; Companies in need of diverse object handling: news articles on key developments and final project outcomes.
2. Scientific; Researchers and robotics technology providers: publications in journals and conference proceedings.
3. General public and Press: the press kit with key facts about the project, frequently asked questions, and information that is easy to use in articles, blog posts, informative visuals (see sub-chapter 4.3), news articles.
4. Public Bodies, Policy makers, Organizations and Facilitators: FAQ (which was produced as part of the press kit – see D8.1 for more information), visuals, final MANiBOT report and policy recommendations.

4.2 Channels

As the website is the communication channel where all the public information about the project and its publications can be found, and in order to achieve its KPIs, the other communication channels will be used to bring traffic to it.

Social media will highlight all additions to the website; news, press releases, results etc., linking to the relevant webpage. Social media posts and newsletter texts will not feature all the content, but “teaser” texts that encourage readers to click through to the site for the main content.

Engagement with the content will be possible via social media, such as commenting on posts.

4.3 Content creation

The website will feature as much content as possible, to attract as many visitors as possible. News articles will be written, for example, about published results and public deliverables, project events and participation of the consortium or consortium members in external events.

In addition to content generated directly by the project, a blog will be started in M7, which will feature bi-monthly blog posts from various task leaders, highlighting different key research areas of the project, to be decided by the representatives in the WP8 group. In the months in between the blog posts, a visual will be developed highlighting elements of the previous month’s blog post, which will be featured in a separate article as well as promoted on social media.

5 Website structure and content overview

5.1 Sitemap

The figure below gives an overview of the structure of the website.

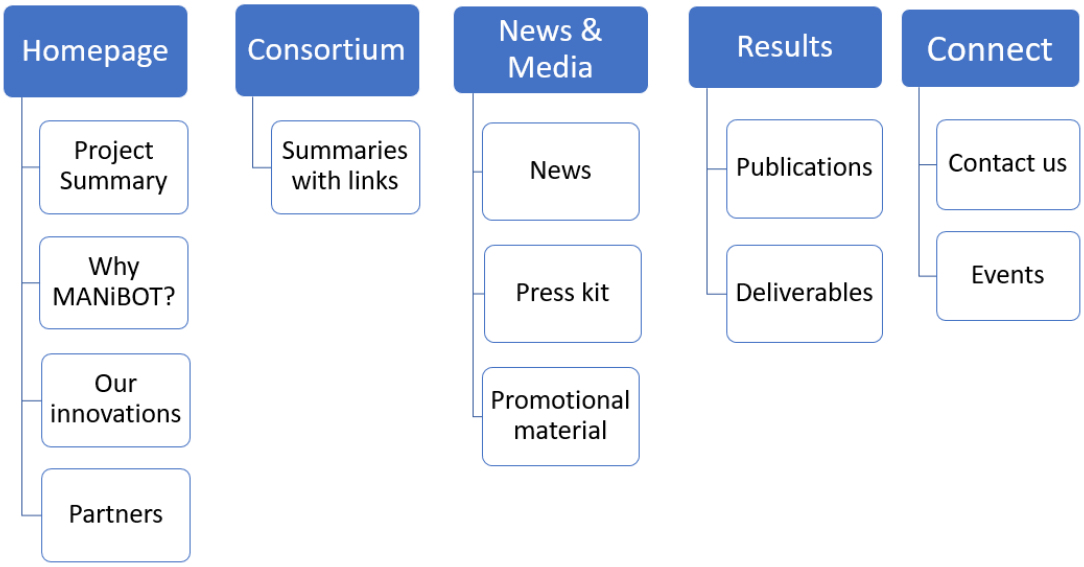


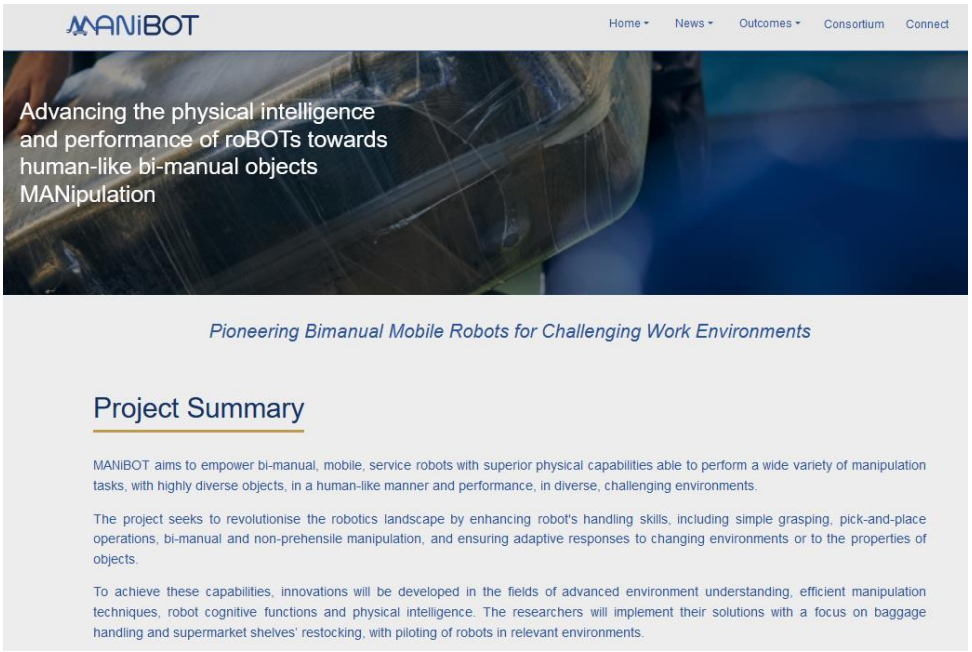
Figure 2 MANiBOT Web Portal sitemap

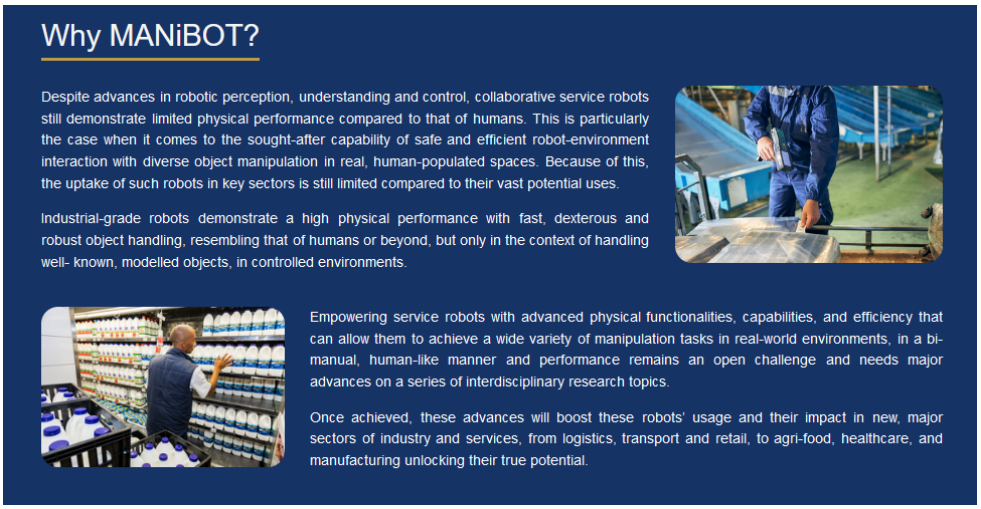
5.2 Home page

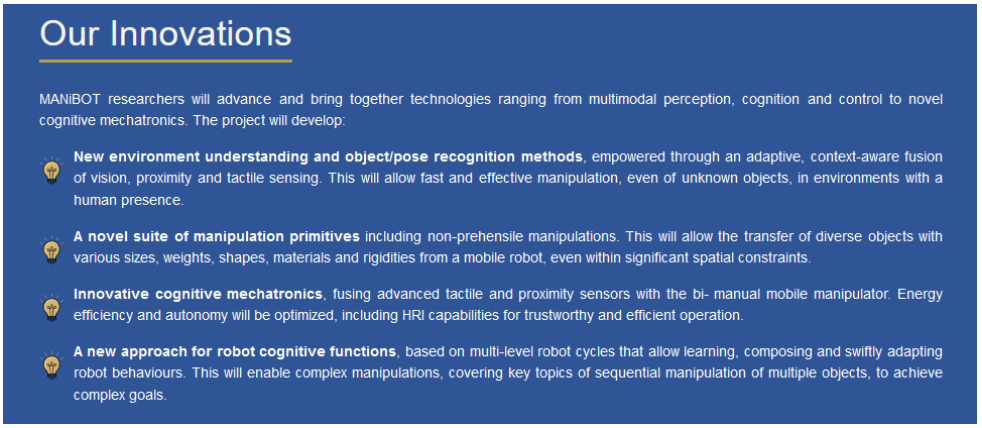
The homepage features:

1. A concise summary of the project, a summary of the context and background of the project (Why MANiBOT?) and the main innovations to be developed.
2. A carousel showing the partner logos and linking to the consortium webpage
3. Key facts about the project and links to social media
4. EU funding acknowledgement

A link to the FAQ will be added to the homepage once that text has been finalized in M7.







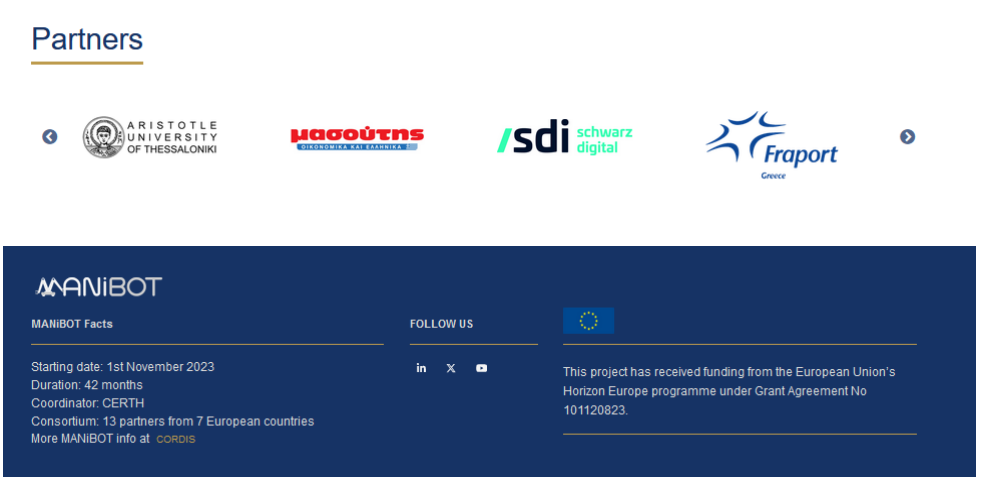


Figure 3 Screenshots of MANiBOT home page

5.3 News

The News section hosts articles and newsletters under News. Under the Press Kit section, visitors will find press releases, descriptions of the project to be used for different requirements, a presentation created in PowerPoint, facts about the project, and frequently asked questions for the press and general public. The Kit will be developed in M7. The promotional material can also be found on this webpage.

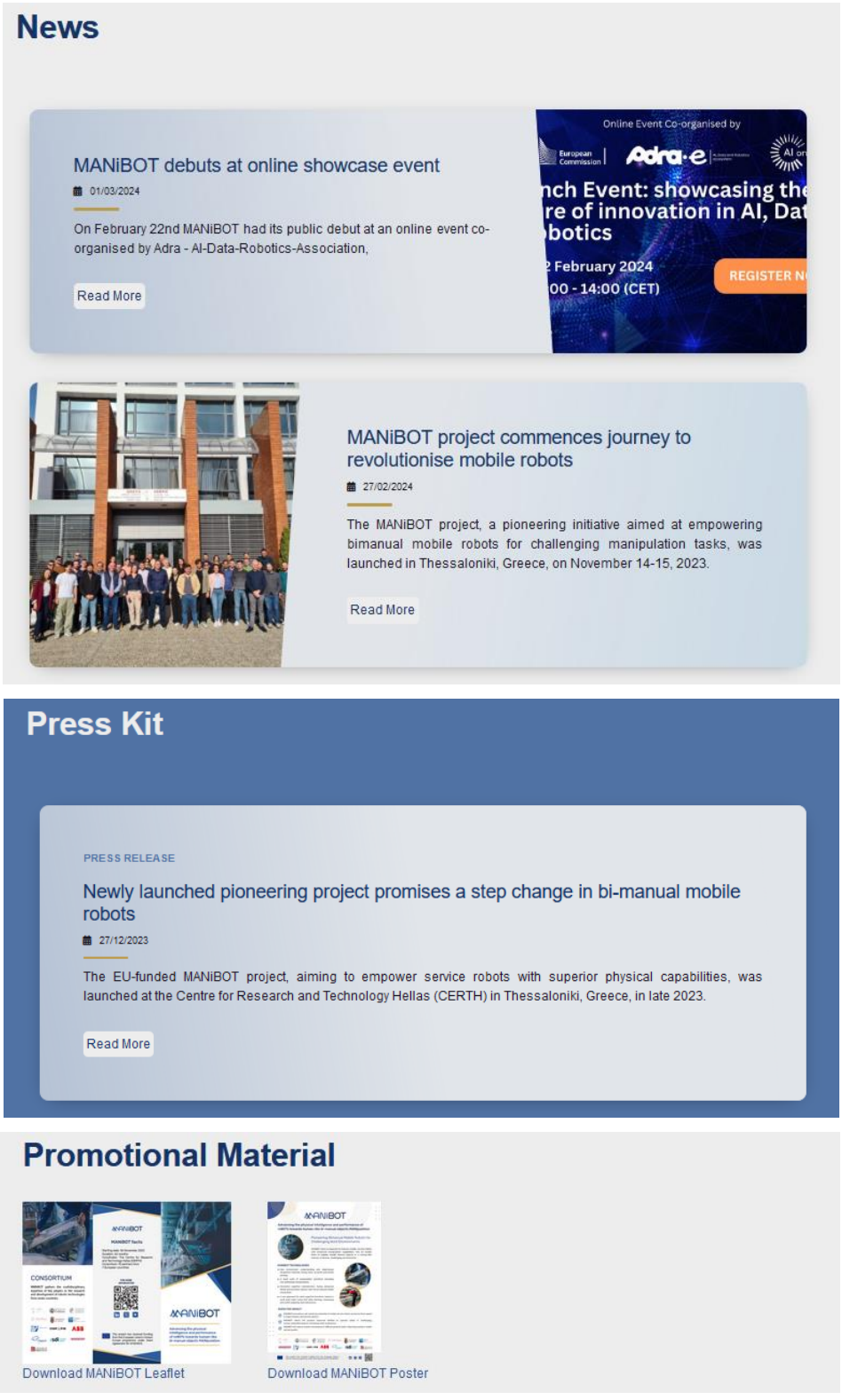


Figure 4 Screenshots of MANiBOT News section

5.4 Outcomes

The (project) Outcomes page features:

1. Publications in journals (linked to Zenodo) and conference proceedings.
2. Texts from invited talks and colloquia.
3. Coverage of the project in external news outlets; e.g. in the press, or magazine articles (not written by partners).
4. The public deliverables.

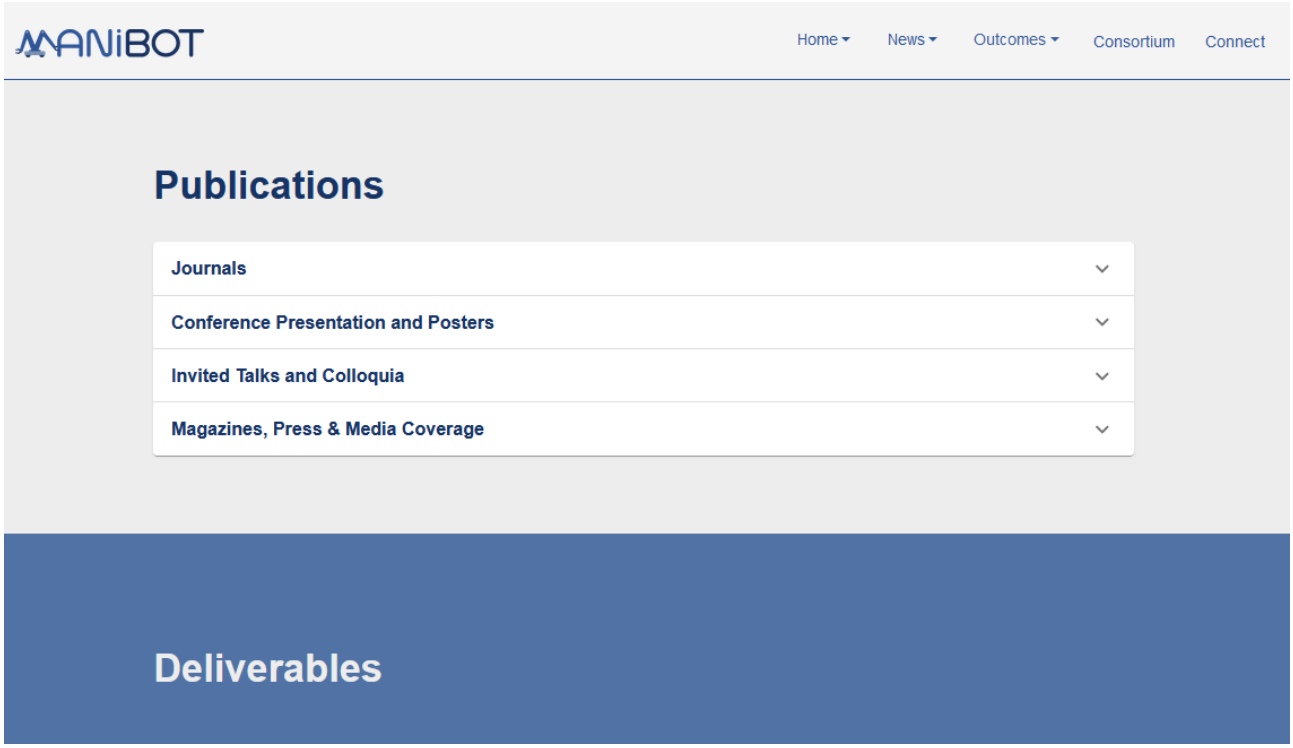


Figure 5 Screenshot of MANiBOT Outcomes page

5.5 Consortium

The consortium webpage features descriptions of each of the partners, with their logos and links to their websites.

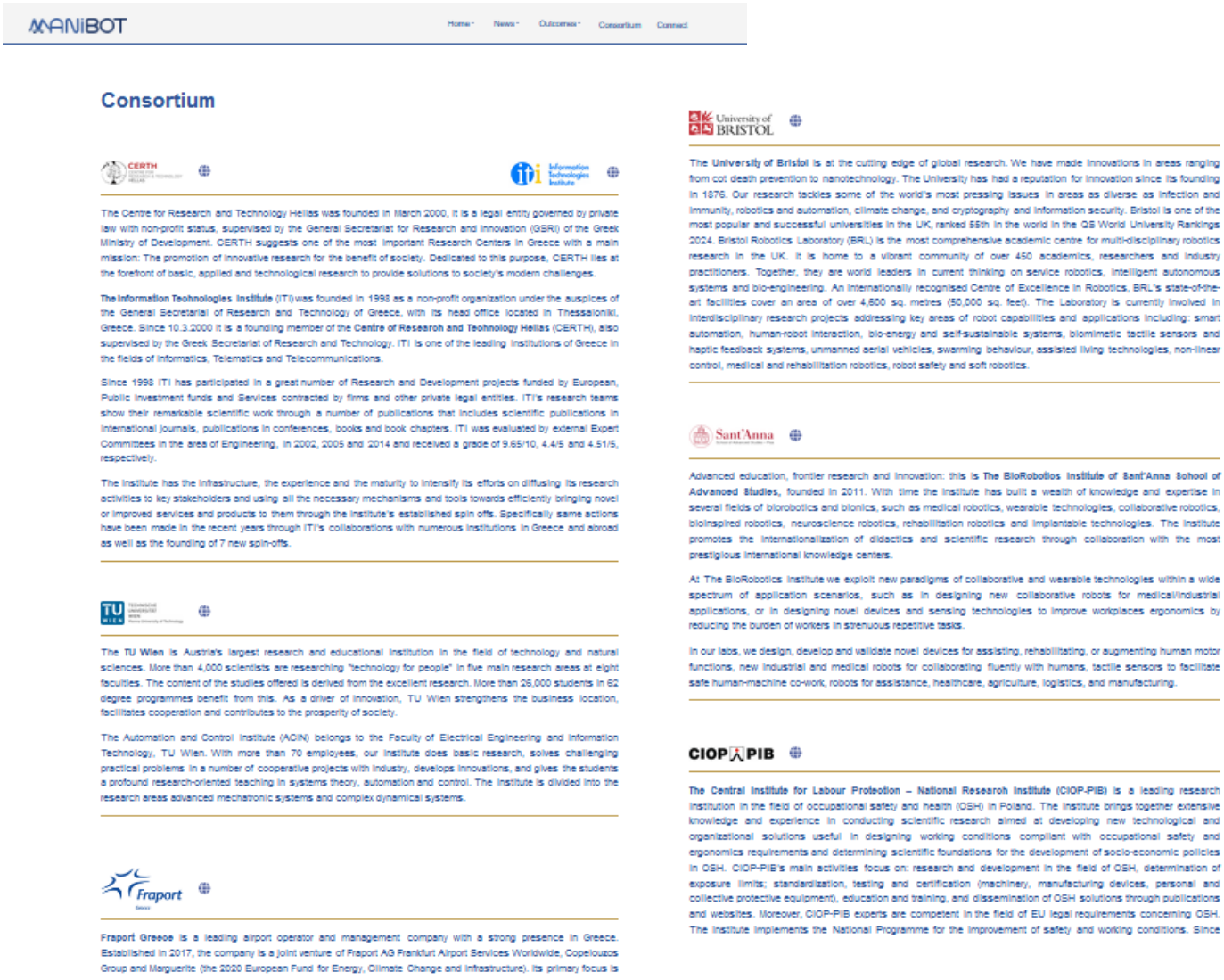


Figure 6 Screenshots of MANiBOT Consortium webpage

5.6 Connect

The Connect webpage enables the visitor to contact the project coordinator through a built-in form that requires a valid e-mail address provided by the visitor:

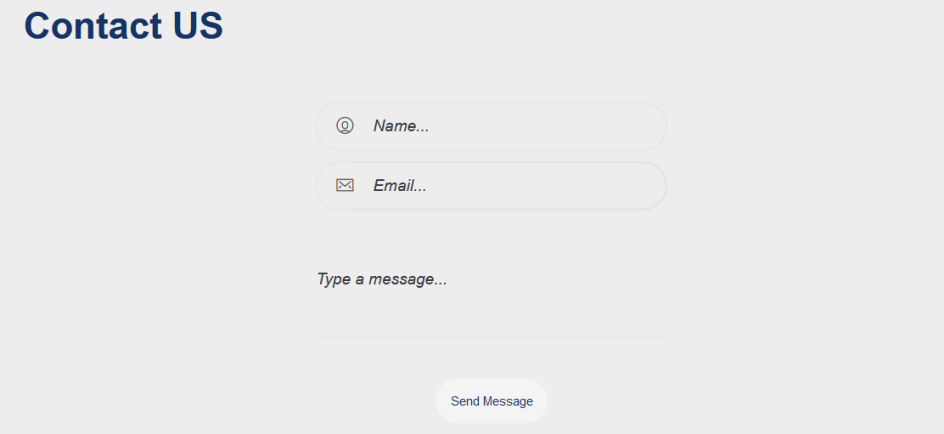


Figure 7 Screenshot of contact form

6 Conclusions

The MANiBOT website is well equipped to serve as the project's main portal for information, news, and publications for all of the target audiences. Its easy navigability facilitates moving around the site and encourages the visitor to visit different webpages of the project. It will be carefully maintained and regularly updated; including with content created for the site, the publications and public deliverables. New features will be added if deemed useful for its purpose. Social media will be used to draw traffic to the website and vice versa, creating synergies, in order to achieve the success values and thus the communications objectives of the project. The website-related KPIs will be carefully monitored, with progress towards achieving them, as well as the activities implemented, being reported in the Deliverable 8.3 Dissemination and Communication Activities Report v1 (M24) and D8.8 Dissemination and Communication Activities Report v2 (M42).

References

[1] “PiwikPro,” [Online]. Available: https://piwik.pro/. [Accessed 19 4 2024].